

Fig. 1

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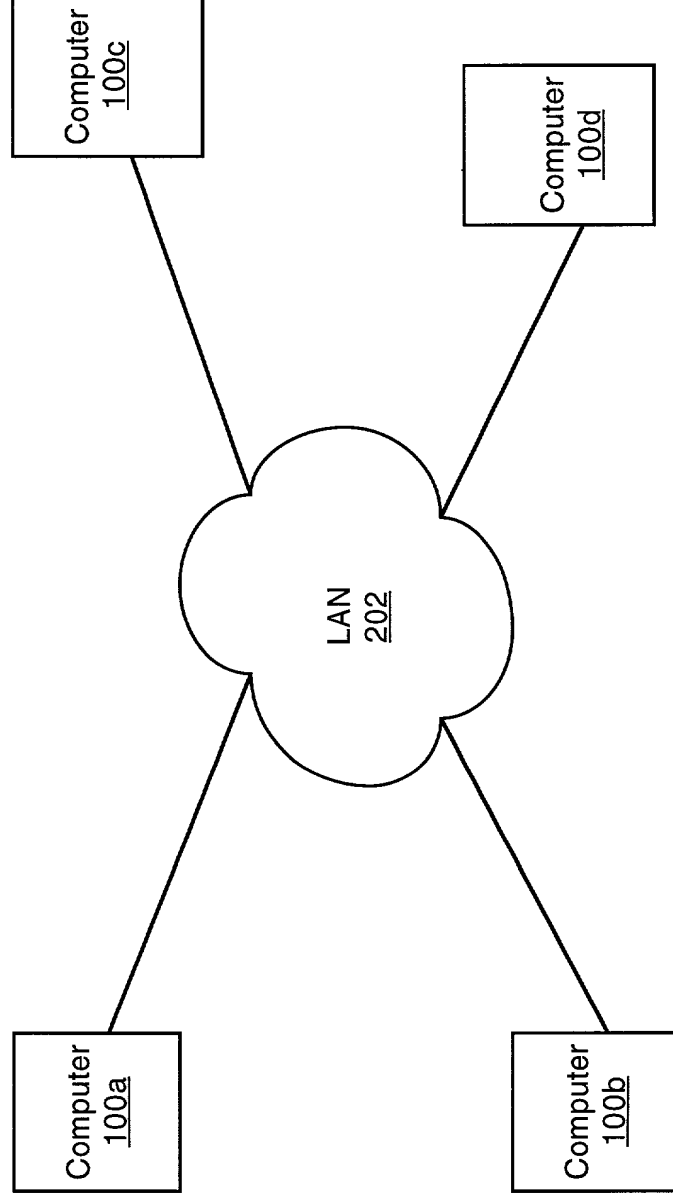


Fig. 2

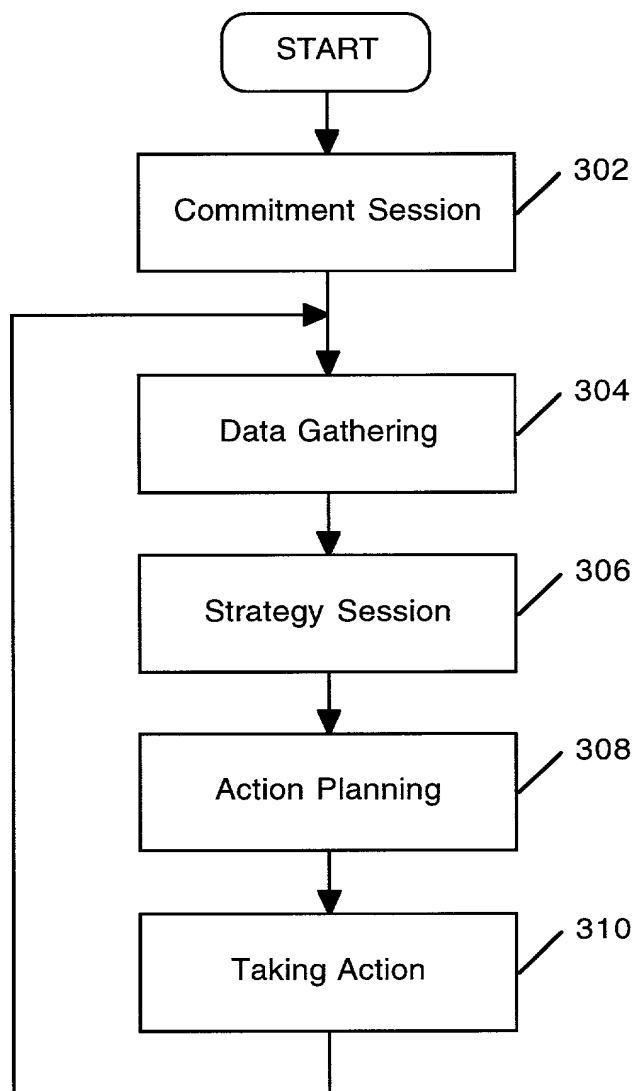


Fig. 3

**Participation & Responsibilities****Sponsor (General Manager):**

Sets the tone for the value and urgency of developing organization's ability to deliver superior TCE.

**TCE Manager:**

Provides TCE leadership within the FMT to achieve the TCE goals they set for themselves.

**Project Contact:**

Provides on-site coordination for executing the TCE Action Planning process.

**TCE Strategists:**

Functional Staff and Key Partners -  
Complete the Organization TCE Assessment and the Managers TCE Survey, participate in the Strategy Session, provide TCE leadership within the organization by modeling customer-focused behaviors and by holding TCE goal owners accountable.

**TCE Action Planners:**

Extended Staff and Key Individuals -  
Complete the Organization TCE Assessment and develop and implement action plans for achieving the TCE goals.

Fig. 4

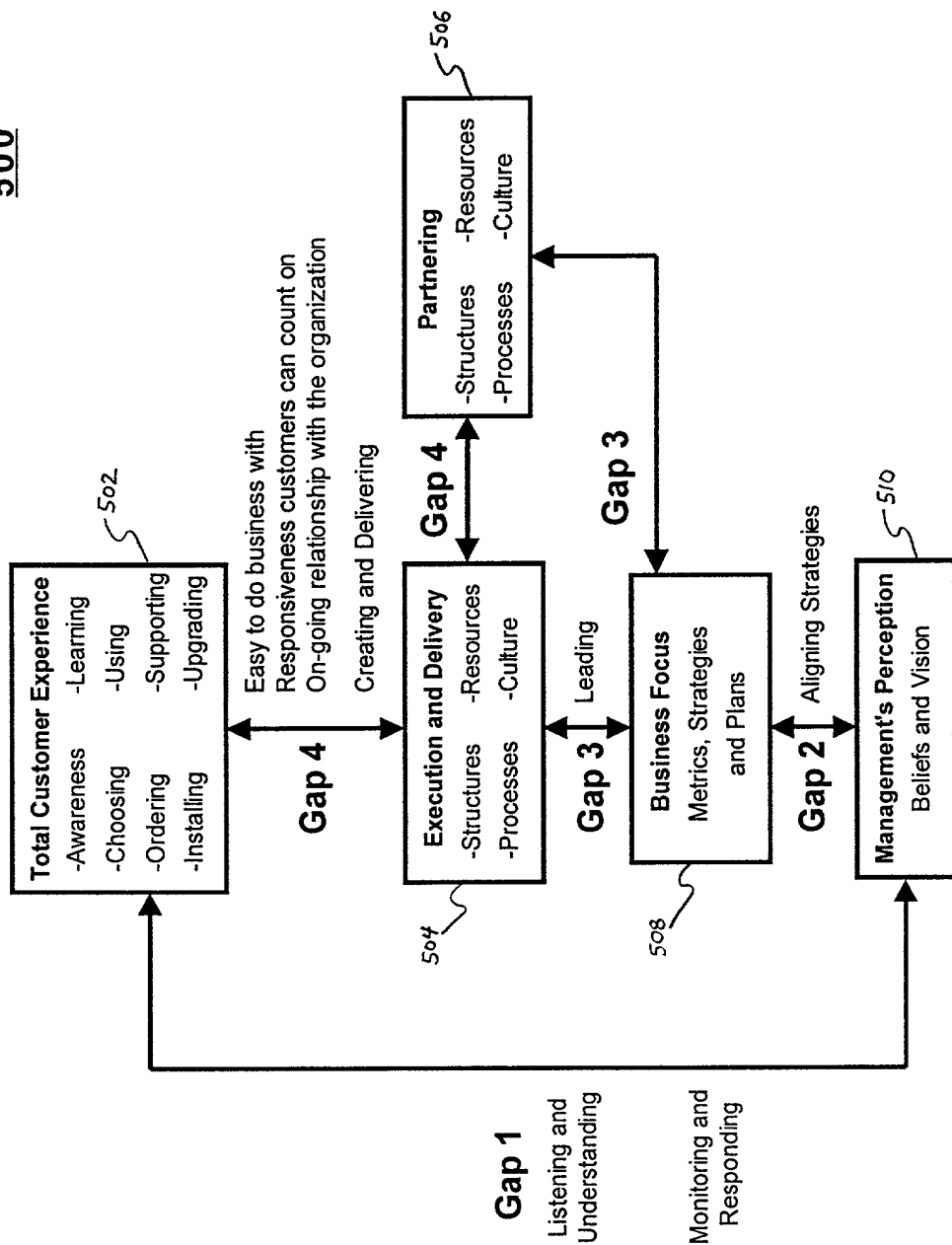


Fig. 5

## TCE Strategy Session Agenda

TIME	TOPIC	OUTCOMES/DELIVERABLES
8:30 - 8:50	➤ Review Agenda - Why We're Here	
8:50 - 9:00	➤ Set Expectations for the Meeting	➤ Meeting agenda alignment and expectations
9:00 - 9:15	➤ Overview of TCE Delivery System	➤ Introduce TCE action planning framework
9:15 - 9:30	➤ Understanding your Customers	➤ Understand Manager TCE Survey Results
9:30 - 10:00	➤ Listening to your Customers	➤ Understand Customer Survey Results
10:00 - 10:20	➤ Closing the Understanding Gap	➤ Identify strategies for closing the Customer Understanding Gap
10:20 - 10:35	➤ Break	
10:35 - 11:35	➤ Targeting your TCE Hotspots	➤ Identify strategies for addressing TCE Hotspots
11:35 - 12:00	➤ Building the TCE Delivery System Partnership	➤ Identify strategies for addressing TCE Partnership Issues
12:00 - 12:30	➤ Building a Customer Obsessed Organization	➤ Identify strategies for addressing key CEM capability improvements opportunities
12:30 - 1:00	➤ Lunch/Process Check	➤ Alignment on process and progress
1:00 - 3:00	➤ Setting the TCE Goals	➤ Develop the "critical few" TCE Improvement Goals, Metrics and Owners
3:00 - 3:30	➤ Kicking-Off the Action Planning	➤ Understanding of the Action Planning Process and Next Steps
3:30 - 4:30	➤ Buzz Session	➤ Define expectations of goal owners
4:30 - 5:00	➤ Wrap-up	➤ +/- Meeting Review, respond to closing questions.

Fig. 6

## Action Steps Table 700

TCE Goal: Improve storage dept. customers' perceived reliability/availability experience.				
Milestone Deliverables	Success Metrics (how will you quantify the successful completion of this deliverable)	Resource Requirements (who will lead the completion of this deliverable and what additional resources will be required)	Action Steps (what specific steps are needed to accomplish this deliverable)	Current Status
Customer Experience Requirements Competitors' CE Benchmarks (Level C Survey)	Benchmarks identified by end of Q2 FY01	Deirdre	1. Contact Market Research/Strategic Planning about funding.	Victoria: Checking funding
			2. Contact Danny about survey administration.	Waiting to hear back
			3. Identify key data needed from research.	Done
			4. Design survey.	Ross will provide support
			5. Identify survey population of HP and non-HP customers in the storage segment.	Phil to provide list
			6. Conduct research.	
			7. Analyze results to establish reliability drivers and competitor performance.	
CE Success Criteria and Metrics	Set 2 weeks after Benchmarks	Deirdre	1. Conduct a work session to set objectives, success criteria and metrics for the reliability CE.	
			2. Send out for review.	

Fig. 7